MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DCT5114 –CRITICAL THINKING

(All sections / Groups)

7 OCTOBER 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** parts and **FOUR** pages (inclusive of the cover page).

2. Please answer ALL questions.
   - Part A consists of fallacies identification questions (20 marks).
   - Part B contains argument validity questions (10 marks).
   - Part C contains critical thinking about the media questions (10 marks).

3. Please answer your questions in the answer booklet provided.

4. This final examination will contribute 40% toward your grade in this course.

PART A: FALLACIES IDENTIFICATION (20 marks)

Identify the fallacy committed in each of the following arguments. Then, explain why the fallacy is assigned to each of the arguments below.

Write your answers by following the example below:

Question:
Conversation in a car on a highway: We should cut this driver off just the same way he cut us off back when the lanes were emerging.

Answer:
This is ad populum appeal to spite or also known as "two wrongs make a right" (1 mark).
This fallacy occurs as the speaker would like to take "revenge" towards the driver who undertakes the speaker (1 mark).
The speaker feels it is okay to do the same bad driving attitude towards the driver to show his revenge (2 marks).

1. Sofian complained, "I don't think I manage my time well. Every year time seems to fly by faster and faster, and I get farther and farther behind. The faster time flies, the more it convinces me that I don't manage it well".

2. Julian ordered Mark to clean out the garage, "Mark, either we clean out the garage, or all this junk will be flooded into the house. Would you prefer that?"

3. "If you take that job offer and go work in a Call Centre, everyone will make fun of you for spending every day sitting in an office and answering telephones. Surely, there must be other jobs out there which are not so embarrassing. You should take one of them", Harish said to Ramon.

4. "Mr. Zamri has asked us to come early to our weekly department meeting. But he himself usually comes late for any meeting", Sheila spoke to Uma.

5. "Kuala Selangor has many restaurants that sell delicious seafood. We should try Cendol (an iced sweet dessert) at Kuala Selangor. I bet the Cendol there must be delicious too", Yoke Ting said.

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PART B: VALDITY (10 marks)

Examine each of the following arguments. In your answer booklet, indicate whether it is a valid or invalid argument, a strong or weak argument and/or a good or bad argument. If one or more of the choices do not apply, then put *"N/A"*. Then, elaborate explain your answers.

Example:
All dogs bark. Ralph is a dog. Therefore, Ralph barks

Answer:
Valid / Invalid: Valid (0.5 marks)
Strong/ Weak: Not applicable (0.5 marks)
Good / Bad: Bad (0.5 marks)
The argument is valid but bad because … (elaborate your answers) (1 mark)

(2.5 marks for each answer X 4 = 10 marks)

1. According to the demand and supply relationship, an increase in demand for a good resulted in an increase in its price. I guess, today, the price of the world oil price has increased because of the demand is more than its supply.

2. All managers who are caring help their employees. Mr. Safuan helps his employees a lot. He must be a caring manager.

3. Football teams that qualified to enter the 2022 FIFA World Cup were good football teams. French's football team had qualified to enter the 2022 FIFA World Cup. It clearly shows that, French had a good football team.

4. Last week, Mr. Siva had faced difficulty in getting his financial reports completed on-time. This week, when the boss asked him to submit his presentation slides by the deadline, he was not able to submit it on time. I guess Mr. Siva has problem with time management.

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PART C: CRITICAL THINKING ABOUT THE MEDIA (10 marks)

Read the following passage and then answer the questions which follow.

Sumayyah reads the news article reports about Amazon. The title of the news is, Amazon banned from advertising 'Unlimited one-day delivery' with Prime. She then looks at the advertisement contents as follows:

> There is something for everyone with Prime Delivery. Unlimited one day delivery on millions of items. Super-fast delivery, millions of items and flexible delivery options that fit your life. Get your order in one day or faster in the UK. Cut off times to order items do apply. So please check the product page when you place your order.

The sub-heading of the news stated, the Advertising Standards Authority (ASA) has ruled that Amazon's "one-day delivery" claim for its Amazon Prime subscription service is misleading. The ASA received 280 complaints, largely from people who had believed they would receive a delivery the day after placing the order but did not.

The advertisement was excerpted from:
https://www.campaignlive.co.uk/article/amazon-banned-advertising-unlimited-one-day-delivery-prime/1490257

Now, answer the following questions:

1) State an advertisement ploy that Amazon Prime had used and describe how it may work on the readers.

(4 marks)

2) Assuming you were assigned to improve the above advertisement texts of Amazon Prime, include **TWO** (2) additional pieces of information to reduce information misleading in the advertisement. Then, explain why such information is included.

(6 marks)

End of Page